

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Jay PONTE, et al.

Confirmation No.: 9068

Application No.: 09/282,764

Examiner: Donald Champagne

Filing Date: March 31, 1999

Group Art Unit: 3688

Title: TARGETED BANNER ADVERTISEMENTS

Mail Stop Missing Parts  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS

Sir:

This is in response to a Notice to File Corrected Application Papers under 37 CFR 1.121 mailed on March 31, 2010. Enclosed is a copy of said Notice and the following documents to complete the filing requirements of the above-identified application.

- Replacement drawings in compliance with 37 CFR 1.84 and 37 CFR 1.121 are enclosed. (Total sheets 61, Figs. 1-70)

Please substitute these formal drawings for the informal drawings originally filed. Examiner's approval of the entry of these replacement sheets is respectfully requested. No new matter has been introduced.

Please charge to **Deposit Account No. 07-2347** the sum of \$0.00. At any time during the pendency of this application, please charge any fees required or credit any over payment to **Deposit Account No. 07-2347** pursuant to 37 CFR 1.25. Additionally please charge any fees to **Deposit Account No. 07-2347** under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

Respectfully submitted,

Verizon Patent Management Group  
1320 N. Courthouse Road  
9th Floor  
Arlington, VA 22201  
Voice (703) 351-3032  
Fax (703) 351-3665

Joseph R. Palmieri, Reg. No. 40,760/  
**Joseph R. Palmieri**  
Attorney/Agent for Applicant(s)  
Reg. No. 40,760

Date: May 7, 2010

Attachments: Substitute replacement drawing sheets &amp; copy of notice to file corrected app. papers



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Alexandria, VA 22313-1450  
[www.uspto.gov](http://www.uspto.gov)

Serial No. : 09/282764  
Applicant: Ponte  
Filing Date : 03/31/99  
Date Mailed : 03/31/10

**NOTICE TO FILE CORRECTED APPLICATION PAPERS**

*Notice of Allowance Mailed*

This application has been accorded an Allowance Date and is being prepared for issuance. The application, however, is incomplete for the reasons below.

Applicant is given 2 months from the mail date of this Notice within which to correct the informalities indicated below. If the informality pertains to the abstract, specification (including claims) or drawings, the informality must be corrected with an amendment in compliance with 37 CFR 1.121 (or, if the application is a reissue application, 37 CFR 1.173). Such an amendment may be filed after payment of the issue fee if limited to correction of informalities noted herein. See Waiver of 37 CFR 1.312 for Documents Required by the Office of Patent Publication, 1280 Off. Gaz. Patent Office 918 (March 23, 2004). In addition, if the informality is not corrected until after payment of the issue fee, for purposes of 35 U.S.C. 154(b)(1)(iv), "all outstanding requirements" will be considered to have been satisfied when the informality has been corrected. A failure to reply will result in the application being ABANDONED. **This period for reply is NOT extendable under 37 CFR 1.136(a).**

See attachment.

Few drawings contain cut off data, unreadable data & crossed out data. Please provide replacement drawings.

*A copy of this notice **MUST** be returned with the reply. Please address response to  
"Mail Stop Issue Fee, Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450".*

*Lamont Fletcher* \_\_\_\_\_

*Office of Data Management*  
Phone: 703-756-1558

**IDENTIFICATION OF DRAWING DEFICIENCIES**

- There is a hole or the image thereof within the illustration. FIG(s) \_\_\_\_\_
- The character of the lines, numbers and letters is poor. FIG(s) \_\_\_\_\_
- The illustration is penetrated or traversed by a solid or broken line that is not intended to be part of the drawing, such as a dark line caused by a flaw in the copying process. FIG(s) \_\_\_\_\_
- An ink stamp or an image obscures part of the illustration. FIG(s) \_\_\_\_\_
- The drawing is marred by black smudges, obliterations, or fax/copier marks. FIG(s) \_\_\_\_\_
- Figure numbers are duplicated or missing. FIG(s) \_\_\_\_\_
- Numbers, letters, or reference characters in the drawing have been crossed out by hand or are illegibly handwritten. FIG(s) \_\_\_\_\_
- The drawing's background shows that the original drawing was made on graph paper or other paper with a pattern or decoration. FIG(s) \_\_\_\_\_
- The FIG. number label is placed in a location that causes the drawing to be read upside down. FIG(s) \_\_\_\_\_
- Data, a reference number, or part of the drawing is truncated or missing. FIG(s) \_\_\_\_\_
- The drawing is continued onto a second page (or more) without proper labeling under 37 CFR 1.84(u)(1). FIG(s) \_\_\_\_\_
- The drawing and/or the FIG. label contain(s) foreign language. FIG(s) \_\_\_\_\_
- Color drawings are present in this application but the following 37 CFR 1.84(a) requirements have not been met\*:
  - Petition filed
  - Petition fee
  - 3 sets of color drawings
  - Color drawing paragraph

\*If color drawings are not elected, then applicant **must respond** so stating. Also, references to color drawings in the specification, if any, must be amended.381.

COMMENTS: Few drawings contain cut off data, unreadable data & crossed out data.  
Please provide replacement drawings.